

DISPLAY LIGHTING EQUIPMENT
AND
ACCESSORIES



PRODUCTS

DISPLAY LIGHTING EQUIPMENT

SHOW WINDOW REFLECTORS

INDOOR SPOTLIGHTS & FLOODLIGHTS

INDUSTRIAL & SPECIAL REFLECTORS

THEATRICAL LIGHTING EQUIPMENT

OUTDOOR FLOODLIGHTS

DAYLIGHT EQUIPMENT

DESK LAMPS

THERAPEUTIC LAMPS

Harry G. Anschuetz

117 N. Fifth Street

Philadelphia, Pa.

MAIN 8155
MARKET 2024

ENDER MANUFACTURING CORP.

264 CANAL STREET

NEW YORK, U. S. A.

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PRODUCTS

KROMEX LINE

(Patented)

All Aluminum Reflectors

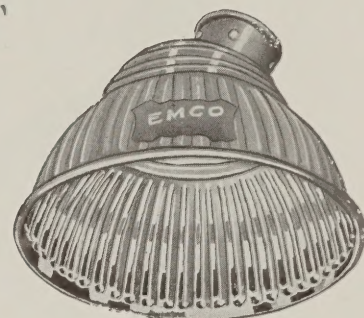
Scientifically designed for maximum lighting efficiency
with reflecting surface a non-tarnishable
CHROME POLISH.

Exterior finish: Brilliant silver

ANGLE TYPE

Cat. No.	Size of Lamp	Standard Shipment	Weight	List Price	
118	75-100	40	19 lb.	\$1.20	.40
119	150-200	40	23 lb.	1.40	.50
113	300			4.00	1.80
115*	300-500			7.70	3.47

* Complete with mogul socket and all fittings.



Jobbers' net.

STRAIGHT TYPE

Cat. No.	Size of Lamp	Standard Shipment	Weight	List Price	
108	75-100	40	19 lb.	\$1.20	.40
109	150-200	40	23 lb.	1.40	.50
103	300			4.00	1.80
105*	300-500			7.70	3.47

* Complete with mogul socket and all fittings.

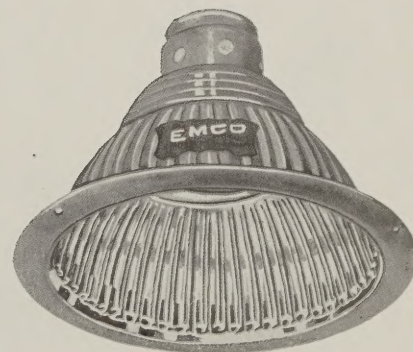


FLUSH CEILING TYPE

Special feature of mounting ring AS PART OF the Reflector itself, for simplified installation; newest type of recessed lighting.

Cat. No.	Size of Lamp	Inside Diameter	Standard Shipment	Weight	List Price	
1080	75-100	8 1/4"	40	19 lb.	\$1.30	.45
1090	150-200	9 1/4"	40	23 lb.	1.50	.55
1300	300	12 1/4"			4.20	1.89
1500*	300-500	12 1/4"			7.70	3.47

* Complete with mogul socket and all fittings.



Above Prices Do Not Include Incandescent Lamps



PRODUCTS

SWEDISH SILVER LINE

All Aluminum Reflectors

This line was developed for a more distinctive type of lighting. The Reflectors are made of very heavy and therefore sturdier aluminum metal, Swedish silver reflecting surface producing clear white, non-glare illumination, free from any light striations (spotty effects). We unconditionally guarantee these Reflectors against any deterioration whatever.



ANGLE TYPE

Cat. No.	Size of Lamp	List Price
200	75-100	\$1.65
300	150	1.90
400	200	2.15
475	300	4.00
500*	300-500	7.70

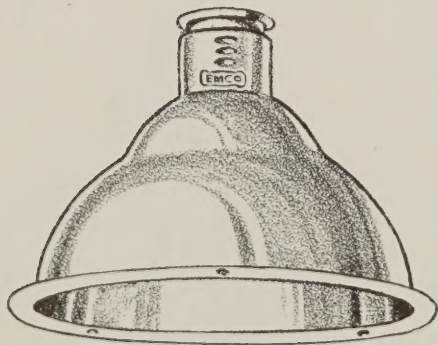
* Complete with mogul socket and all fittings.
Exterior finish: Baked Bronze Crackle



STRAIGHT TYPE

Cat. No.	Size of Lamp	List Price
250	75-100	\$1.65
350	150	1.90
450	200	2.15
480	300	4.00
550*	300-500	7.70

* Complete with mogul socket and all fittings.
Exterior finish: Baked Bronze Crackle



FLUSH CEILING TYPE

Special feature of mounting ring AS PART OF the Reflector itself, for simplified installation; newest type of recessed lighting.

Exterior finish: Brilliant silver

Cat. No.	Size of Lamp	Inside Diameter	List Price
250A	75-100	8 1/4"	\$1.90
350A	150	9 1/4"	2.15
450A	200	10 1/4"	2.30
480A	300	12 1/4"	4.20
550A*	300-500	12 1/4"	7.70

* Complete with mogul socket and all fittings.

Above Prices Do Not Include Incandescent Lamps

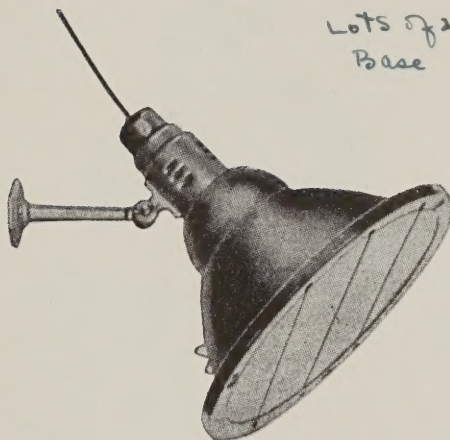


PRODUCTS

APPROVED SPOTLIGHTS AND FLOODLIGHTS

INDOOR TYPES

All Aluminum SPOTLIGHTS have a highly polished interior surface furnishing a powerful spot of light focused upon a comparatively small area to attract attention to a particular display. FLOODLIGHTS have a satin chemically processed finish producing CLEAR WHITE LIGHT, evenly diffused for general illumination.



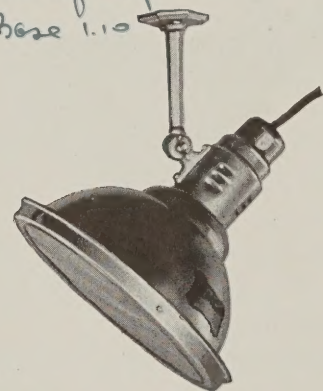
Lots of 24 pcs.
Base 1.45

No. 30 Spotlight or No. 35 Floodlight

For 150 - 200 Watt Lamp

List Price — \$3.75

Completely wired for immediate installation.
Exterior finish: Brilliant silver.
Bracket: Steel or modernistic cast iron, universally adjustable.
Color frame and assorted gelatine color screens included.
Standard package: 8 individually boxed units.



Lots of 24 pcs.
Base 1.10

No. 20 Spotlight or No. 25 Floodlight

For 150 - 200 Watt Lamp

List Price — \$3.50

Completely wired for immediate installation.
Exterior finish: Brilliant silver.
Bracket: Steel or modernistic cast iron, universally adjustable.
Color frame and assorted gelatine color screens included.
Standard package: 8 individually boxed units.

No. 60 Spotlight or No. 50 Floodlight

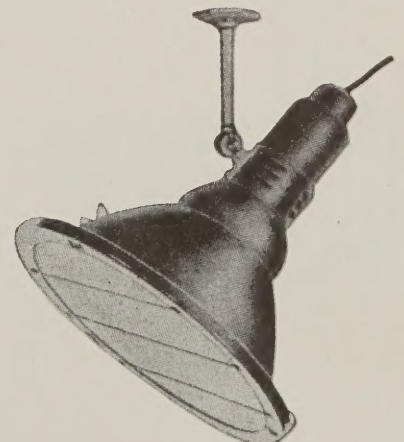
For 200 Watt Lamp

List Price — \$5.00

Completely wired for immediate installation.

Note—Wiring of this unit is complete in a detachable housing; reflector itself is removable from the remainder of the unit.

Exterior finish: Baked bronze crackle.
Bracket: Universally adjustable, cast iron.
Color frame and assorted gelatine color screens included.
Standard package: 8 individually boxed units.



Above Prices Do Not Include Incandescent Lamps



PRODUCTS

APPROVED SPOTLIGHTS AND FLOODLIGHTS

INDOOR TYPES



No. 70 Spotlight or No. 75 Floodlight

For 200 Watt Lamp

List Price — \$5.40

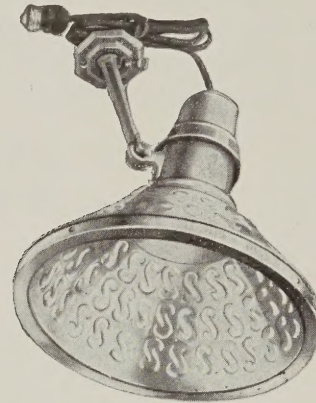
Completely wired for immediate installation.

This unit affords a wider spread of light than the ordinary window spotlight or floodlight. Wiring is complete in a detachable housing; reflector removable from remainder of the unit.

Exterior finish: Baked bronze crackle.

Bracket: Universally adjustable, cast iron.

Standard package: 8 individually boxed units.



No. S44 Floodlight

For 300 Watt Lamp

List Price — \$7.20

Completely wired for immediate installation.

The Multi Reflector of this combination Spot and Floodlight gathers together all rays of light and forces a higher volume of illumination to be directed on the desired area or display.

Interior finish: Chrome-polish.

Exterior finish: Baked Gold crackle.

Bracket: Universally adjustable, cast iron.

Color frame and assorted gelatine color screens included.

Standard package: 8 individually boxed units.



No. 3500 Spotlight

List price \$12.20

No. 3550 Floodlight

List price \$11.60

For 300 or 500 Watt Mogul Lamp

Completely wired for immediate installation.

Where illumination of powerful intensity is required, these Super units should be used. Ideal for large sized windows, especially for department stores, automobile showrooms, and furniture stores. Also recommended for theatrical lighting.

Exterior finish: Baked bronze crackle.

Bracket: Universally adjustable, cast iron.

Color frame and assorted gelatine color screens included.

Standard package: 1 unit.

* Note: For price of these units without color equipment, deduct \$1.10 from the list price.

Above Prices Do Not Include Incandescent Lamps



PRODUCTS

FOCUSING THEATRICAL SPOTLIGHTS

For Amusement Halls, Theatricals, Etc.

No. 152F—Spotlight (flat surface mounting).

List Price — \$9.45

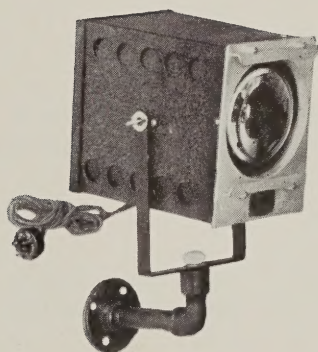
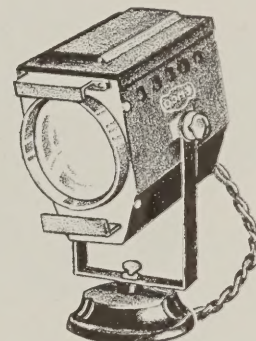
Lamp: 100 Watt P25 Spotlight Lamp

Completely wired for immediate installation.

Standard package: 4 units.

Weight packed: 25 lbs.

Construction same as No. 252F below but on a slightly smaller scale.



No. 252F

No. 252F—Baby Spotlight (universal flat surface mounting). List Price — \$10.55

No. 252P—Baby Spotlight (pipe clamp mounting) as illustrated on No. 1500P below.

List Price — \$10.55

Lamp: 250 - 400 Watt G30 Spotlight Lamp

Completely wired for immediate installation.

Construction is of Russian metal; black crystallized exterior; cast aluminum front; 4½" convex condensing lens; color frame and assorted gelatine color screens; hinged door at the back for relamping; focusing adjustment is at the bottom.

Standard package: 1 unit.

Weight packed: 7 lbs.

No. 1500P—Spotlight (pipe clamp mounting).

List Price — \$38.00

No. 1500F—Spotlight (universal flat surface mounting).

List Price — \$38.00

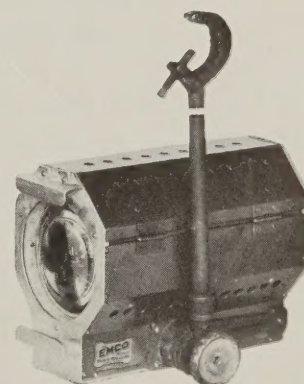
Lamp: 500 - 1000 Watt G40 Spotlight Lamp

Construction is of extra heavy gauge Russian iron; cast aluminum front, back and bottom; 6" convex condensing lens; color frame and assorted gelatine color screens; hinged door at the top facilitates relamping; focusing adjustment is at the bottom.

Unit furnished with asbestos wire leads.

Standard package: 1 unit.

Weight packed: 22 lbs.



No. 1500P

Above Prices Do Not Include Incandescent Lamps



PRODUCTS

THEATRICAL EQUIPMENT

REVOLVING CRYSTAL SHOWERS

Rotating mirrored devices, mounted on the ceilings of dance halls, restaurants, cabarets and other places of public entertainment, reflect sparkling spots of light to all parts of the room. A small motor, which slowly revolves the crystal shower is concealed within the unit and operates on 110-120 volts A. C. or D. C. current. For small dance floors, the No. 252F Baby Spotlight (see page 7) is recommended and for larger places, the No. 1500F is recommended (see page 7) to be focused on the crystal shower.

Cat No.	Size	Weight	List Price
122	18 in. x 12 in.	21 lb.	\$135.00
124	24 in. x 14 in.	26 lb.	165.00
126	30 in. x 16 in.	45 lb.	180.00

Prices include the motor.

COLOR WHEELS

HAND OPERATED WHEELS:

No. 252H—Wheel to fit No. 252F or No. 252P.	List Price — \$6.65
No. 1500H—Wheel to fit No. 1500F or No. 1500P.	List Price — \$6.65

MOTOR DRIVEN WHEELS (Rheostat controlled):

Speed adjustable from 1 to 8 r. p. m.
Universal G. E. motor 1/200 h.p.

No. 252A—Wheel to fit No. 252F or No. 252P.	List Price — \$60.00
No. 1500A—Wheel to fit No. 1500F or No. 1500P.	List Price — \$60.00

OPEN TYPE CONCENTRATING FLOODLIGHT

Especially recommended and widely used for inside illumination of public buildings, theatre lobbies, etc., and outside lighting under marquees.

No. 650F—Floodlight (flange type bracket).

List Price — \$7.20

No. 650P—Floodlight (to screw on $\frac{3}{8}$ " pipe).

List Price — \$7.20

Lamp: G30 Clear 250 or 400 watts recommended.

(Adjustment will permit use with PS type mazda lamps)

Floodlight interior: White matte finish and concentrating chromium plated reflector at rear to assure maximum light output.

Floodlight exterior: Black crackle finish.

Bracket: Universally adjustable—for flat surface mounting (650F) or to screw on $\frac{3}{8}$ " pipe (650P).

Wiring: Rubber service cord and plug.

Diameter: 9 inches.

Standard package: 1 unit.



Above Prices Do Not Include Incandescent Lamps



PRODUCTS

OUTDOOR FLOODLIGHTS

OPEN TYPE

These popular priced Floodlights without cover glasses are constructed of heavy gauge seamless aluminum, chemically anodic finished to be weather resistant and non-corrosive. Equipped with universally adjustable cadmium plated brackets; wired with rubber service cords and soft rubber caps. The low priced units which can stand abuse and will efficiently illuminate driveways, signs, parking spaces, gardens, boat house landings, etc.

Cat. No.	Lamp	Diameter	Standard Pkge.	List Price
508	75-100 w	8 in.	1	\$3.10
510	150-200 w	10½ in.	1	3.55
514	300-500 w	14 in.	1	7.00



ENCLOSED TYPE



Cat. No.	Lamp	Unit Diam.	Convex Lens	Finish	Stand. Pkge.	List Price
63 <i>Midget</i>	60-100 w	8¼ in.	Clear	Polished Aluminum	12	\$4.00
69* <i>Junior</i>	150-200 w	9½ in.	Stippled	Polished Aluminum	8	5.60
69 <i>Junior</i>	300-500 w					11.60

10.60 net

1.50

2.52

5.20

* NOTE—For price of the No. 69 with colored lense, add \$1.20 to the list price.
Refer to page 10 for color assortment.

Above Prices Do Not Include Incandescent Lamps



PRODUCTS

OUTDOOR FLOODLIGHTS

WEATHERPROOF, RUST and DUSTPROOF



To meet the demand for a QUALITY FLOODLIGHT at minimum cost, these Outdoor Floodlights have been properly designed for highly efficient beam projection; entirely enclosed with guaranteed weather-proofed parts and heat resisting lenses. Exteriors are coated with weather-proof aluminum paint, all parts heavily cadmium plated to resist rust. Mounting brackets permit universal adjustment.

Cat. No.	Lamp Med. Base	Unit Diam.	Lens Diam.	Standard Pkge.	Weight	List Price
64 Jr.	200 w	10½ in.	9½ in.	1	8 lb.	\$7.75
643	300 w	10½ in.	9½ in.	1	9 lb.	8.30

LENSES

Colored lenses are furnished with the No. 64 Jr. and No. 643 units listed above (also the No. 69 listed on page 9) at \$1.20 additional to the **list prices**.

Cat. No.	Color	Type	Diameter	List Price
164	Clear	Stippled	9½ in.	\$3.60
165	Red	"	9½ in.	4.75
166	Green	"	9½ in.	4.75
167	Amber	"	9½ in.	4.75
168	Blue	"	9½ in.	4.75
170	Clear	"	11¼ in.	4.50

Above Prices Do Not Include Incandescent Lamps



PRODUCTS

OUTDOOR FLOODLIGHTS

WEATHERPROOF, RUST and DUSTPROOF

Heavy gauge, all aluminum Reflectors, highly mirror polished, designed scientifically, are unconditionally guaranteed not to tarnish or corrode. All brackets are universally adjustable. Exteriors are fully protected by weatherproof undercoatings. Diffusing type lenses are entirely guaranteed to be heat resisting. Wiring is approved; weatherproof service cords and plugs used exclusively.

No. 99—Floodlight

List Price — \$16.65

Lamp: G30 Clear 250 or 400 watts recommended.

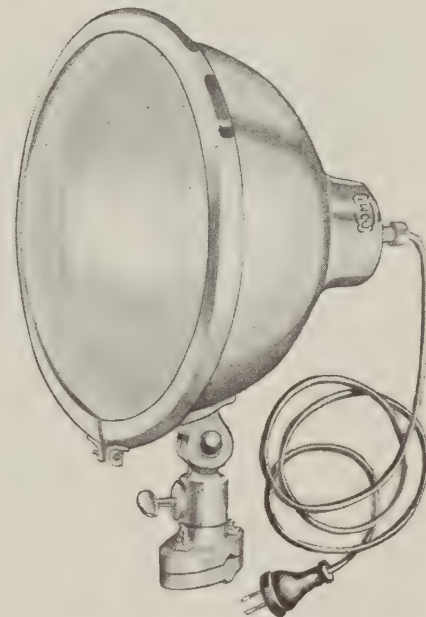
Precision focusing adjustment at the rear of this unit permits the light to be concentrated for general spotlighting or widely diffused for floodlighting. Bracket is easily adjustable to any position and is suitable for mounting on either flat or curved surfaces (pipes).

Exterior: aluminum weatherproof paint covering.

Diameter: 12 inches.

Standard package: 1 unit.

Weight packed: 13 lbs.



No. 98—Floodlight

List Price — \$15.00

Lamp: 300-500 watt PS-35, 40 Mogul base—General service.

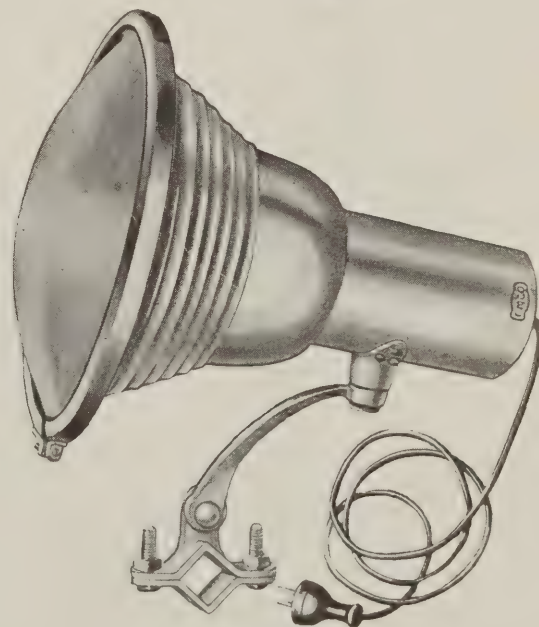
Bracket is easily adjustable to any position and is suitable for mounting on either flat or curved surfaces (pipes).

Exterior: aluminum weatherproof paint covering.

Diameter: 12 inches.

Standard package: 1 unit.

Weight packed: 10½ lbs.



The above units are equipped with 11¼ in. lenses. See page 10 for prices of lenses only.

Above Prices Do Not Include Incandescent Lamps



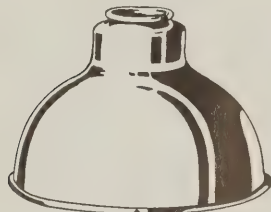
PRODUCTS

MISCELLANEOUS REFLECTORS

Below are shown a few of the shapes and sizes which we manufacture and carry in stock. In addition to these, we have other reflectors too numerous to show. We invite your inquiries on special reflectors made to your specifications. What is special for you may be stock with us. Special prices in large quantities.



No. 3



No. 5



TOP VIEW



No. 104



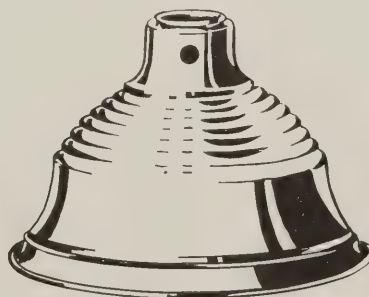
No. 6A

The No. 3 and No. 5 will screw on standard brass shell sockets.
The No. 104 will fit medium base sign receptacle.
The No. 6A will fit standard 2 1/4" holders.

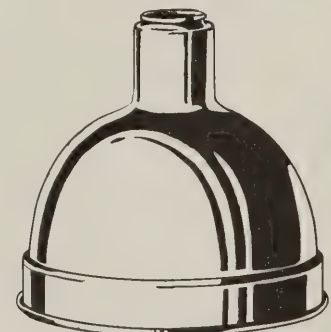
Cat. No.	Diameter	Height	Exterior Finish	Interior Finish	List Price
3	3 1/2"	3 3/4"	White Aluminum	White Aluminum	\$.70
3	3 1/2"	3 3/4"	Polished "	Polished "	\$.70
5	6"	4 1/4"	Polished "	Polished "	\$.70
104	5 3/4"	5 1/4"	Polished "	White "	1.60
6A	Inside 6"	Overall 7 1/2"	Polished 5 1/4"	Polished "	1.40
6A	6"	7 1/2"	Silver 5 1/4"	Chromium	2.30



No. 33B



No. 27



No. 61

These Reflectors will screw on standard Brass Shell Sockets.

Cat No.	Diameter	Height	Exterior Finish	Interior Finish	List Price
33B	9 3/4"	5 3/4"	Black Crackle	Polished Aluminum	\$1.50
27	8 3/4"	5 3/4"	Polished Aluminum	Half Polished	
				Half White	.70
61	7 3/4"	6 3/4"	Polished Aluminum	White Aluminum	1.60

Above Prices Do Not Include Incandescent Lamps

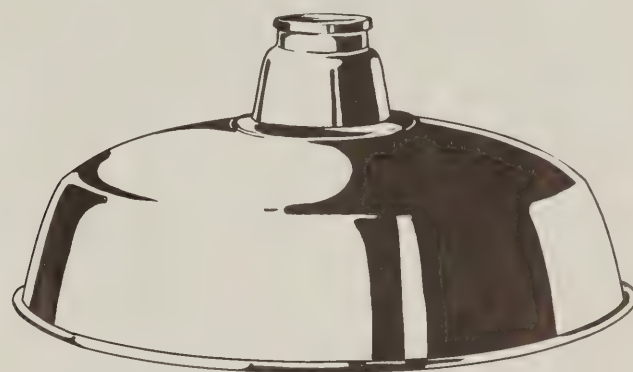


PRODUCTS

MISCELLANEOUS REFLECTORS

MADE OF HEAVY GAUGE PURE ALUMINUM

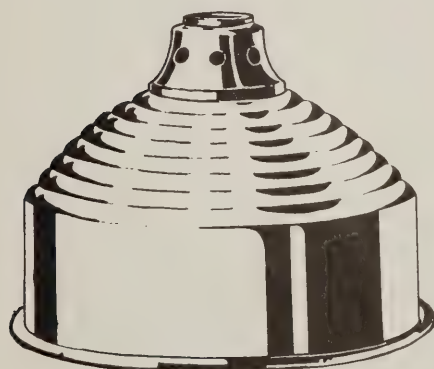
INDUSTRIAL REFLECTORS



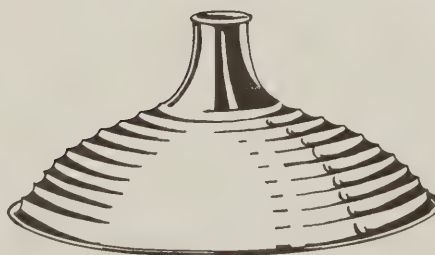
These Reflectors will fit standard 2¼" holders.
Interior: White Aluminum. — Exterior: Green Enamel.

Cat. No.	Diameter	Lamp	List Price
22	12"	60-100 w	\$1.20
24	14"	150 w	1.30

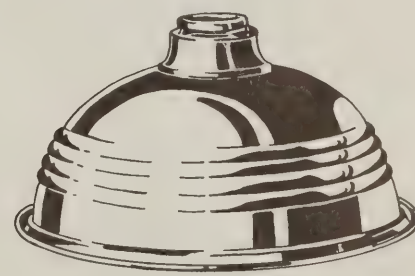
Cat. No.	Diameter	Lamp	List Price
222	12"	60-100 w	\$1.30
224	14"	150 w	1.60
226	16"	200 w	2.40



No. 1278



No. 9



No. 10

These Reflectors will screw on Standard Brass Shell Sockets.

Cat. No.	Diameter	Height	Exterior Finish	Interior Finish	List Price
1278	10"	7"	Polished Aluminum	Half Polished	
				Half White	\$1.80
9	10"	4¼"	Polished Aluminum	White Aluminum	.80
10	10"	5"	Polished Aluminum	White Aluminum	1.00

Above Prices Do Not Include Incandescent Lamps



PRODUCTS

DAYLIGHT LAMPS

DESK AND STORE COUNTER LAMPS



No. 8—DESK LAMP

(60 Watt)

List Price — \$4.50

Popular gooseneck type Desk Lamp for easy adjustment to any position, equipped with daylight lens which produces soft white light. Base is heavy to prevent tipping and is felted. Daylight lens: 5¾" convex.

Finishes: Statuary Bronze or Antique Green.

Lens Only — Cat. No. 85

List Price — \$1.50



No. 120—DESK LAMP

(60 Watt)

List Price — \$9.50

Distinctive model lamp with daylight screen feature. Lamp measures 17½" in height.

Daylight lens: 7" convex.

Finishes: Statuary Bronze or Antique Green.

Lens Only — Cat. No. 127

List Price — \$1.70



No. 1A — Color Matching Counter Lamp —
(100 - 150 Watt)

List Price — \$14.00

This lamp is telescopic from a height of approximately 19½ inches to 27½ inches. Base is heavily weighted and felted to prevent tipping or scratching.

Daylight lens: 9 inches convex.

Finish: Statuary Bronze Plated.

Lens Only — Cat. No. 1A9

List Price — \$1.90

This lamp is especially recommended for use on counters of jewelry shops where a pure white light is required and also for specialty shops of all kinds where color matching and examining is essential. Daylight lamps bring out the true color as it appears in natural daylight.

Above Prices Do Not Include Incandescent Lamps



PRODUCTS

DAYLIGHT ILLUMINATION



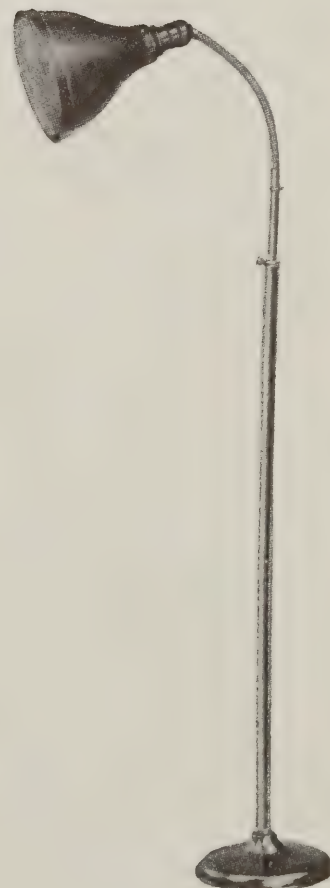
Ordinary light from bare electric lamps causes harmful eye-strain, with resultant headaches, general fatigue, and lowered efficiency. EMCO Daylight Reflectors are the result of years of careful scientific research to produce illumination of diamond clearness, without glare, resembling north light daylight. This blue-tint, soft light, that is easy on the eyes, is obtained with our special daylight glass screen with each reflector.

DAYLIGHT REFLECTORS

Cat. No.	Size of Lamp	Lens Diameter	Reflector Diameter	List Price
230	75-100	7"	9½"	\$4.75
600	100-150	9"	11"	6.00
800	200	9"	11"	8.00
1000	300	12"	12½"	10.00

Finish: Bronze.

The ideal light to work by, read, sketch, or paint by. For student, artist, draftsman, jeweler, photographer, engraver, die-maker. Especially recommended where exact color matching and examining is essential. In fact, for everybody obliged to work under artificial light.



TELESCOPIC DAYLIGHT FLOOR LAMPS

Cat. No.	Size of Lamp	Lens Diameter	Reflector Diameter	List Price
230FM	75-100	7"	9½"	\$10.75
600FM	100-150	9"	11"	16.00
800FM	200	9"	11"	18.00
1000FM	300	12"	12½"	20.00

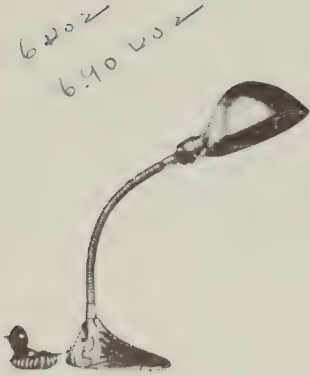
Daylight Reflectors mounted on telescopic floor stands adjustable to a height of 70 inches. Finished in Bronze.

Above Prices Do Not Include Incandescent Lamps



PRODUCTS

DESK LAMPS AND PORTABLE FLOOR LAMPS



No. 95—DESK LAMP
(60 Watt)
List Price—\$1.20

Finishes: Mahogany or Green.
Standard package: 24 boxed lamps.



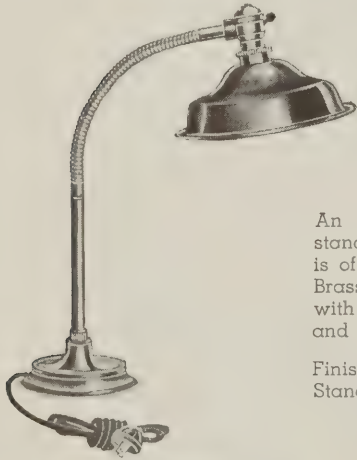
No. 951—DESK LAMP
(60 Watt)
List Price—\$4.30

Brass, weighted and felted base, rigid stem and flexible arm, parabola reflector, approved push socket, 8' cord and plug.
Finish: Brushed Brass.
Standard package: 12 lamps.



No. 952—PORTABLE
(60 Watt)
List Price—\$3.80

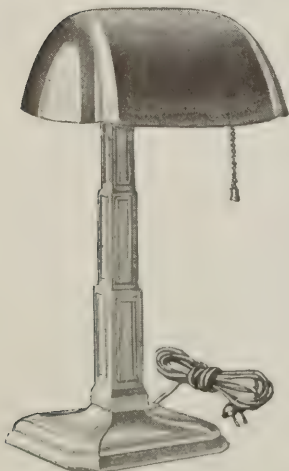
Same as No. 951 but with crowfoot instead of weighted base for fastening down on flat surface.
Finish: Statuary Bronze.



No. 41M—PORTABLE
(60 Watt)
List Price—\$6.00

An excellent lamp for close work, stands 21" high up to reflector which is of shallow shape and 7½" diameter. Brass constructed throughout and wired with toggle socket, 8' approved cord and plug.

Finish: Brushed Brass.
Standard package: 8 lamps.



192—DESK LAMP
(60 Watt)
List Price—\$9.00

Sturdily constructed of solid metal with adjustable green glass shade. Base 7" square and felted. Wired with pull chain socket, 8' approved cord and plug.
Finishes: Statuary Bronze or Brush Brass.

No. 950—FLOOR MODEL
(60 Watt)
List Price—\$5.80

A general utility lamp especially for hospitals and physicians, with telescoping stems and flexible arm providing any adjustment.

Maximum height: 70 inches.

Flexible arm 12", wired with push thru socket, 8' cord and plug.

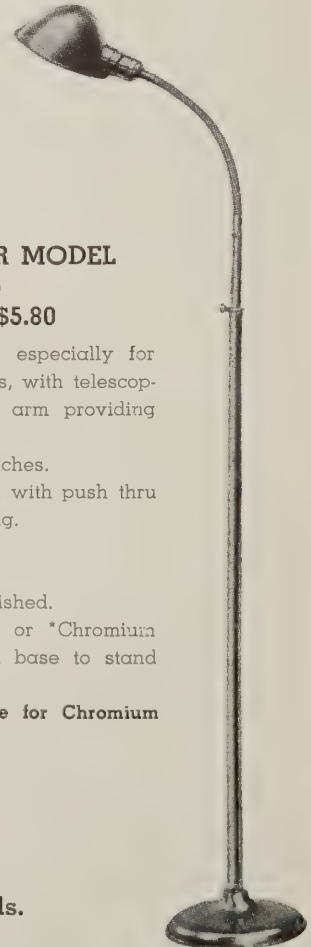
Outer Rod: 36" x ⅝".

Inner Rod: 28" x ½".

Base: 6 lb. Crackle finished.

Finish: Statuary Bronze or *Chromium with Black Crystallized base to stand abuse.

* Add \$.50 to list price for Chromium finish.



All lamps wired with approved sockets and cords.

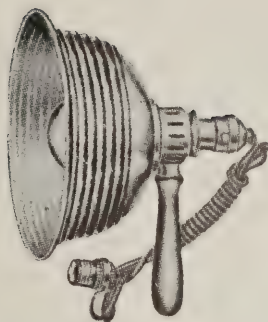
Above Prices Do Not Include Incandescent Lamps



PRODUCTS

Jobbers Net Prices 6002 LOTS Assorted.

THERAPEUTIC HEALTH EQUIPMENT



EMCO Therapeutic Lamps are the result of numerous experiments and tests to enable the ultimate consumer to get only the most beneficial combinations. All reflectors are of special design producing parallel rays of radiant light and maximum heat reflection. Reflectors are all aluminum, highly polished. Sizes vary. All lamps meet Underwriters' specifications.



No. 275—Hand Type with high heat push thru socket and 260 watt bulb. Reflector 8½" diameter. **List Price—\$1.80. Net .75**

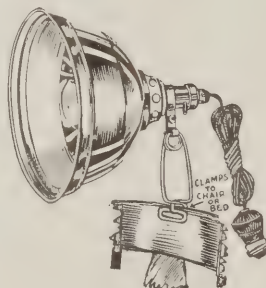
Standard package: 12 individually boxed lamps.

No. 276—Hand Type, same as No. 275 above but with high heat Toggle socket. **List Price—\$2.50.**

No. 279—Clamp Model with ball type swivel, high heat push thru socket and 260 watt bulb. Reflector 8½" diameter. **List Price—\$2.30.**

Standard package: 12 individually boxed lamps.

Net .95



No. 280—Table Model with high heat push thru socket, and 260 watt bulb. Reflector is 8½" diameter **Net 1.05** **List Price—\$2.50.**

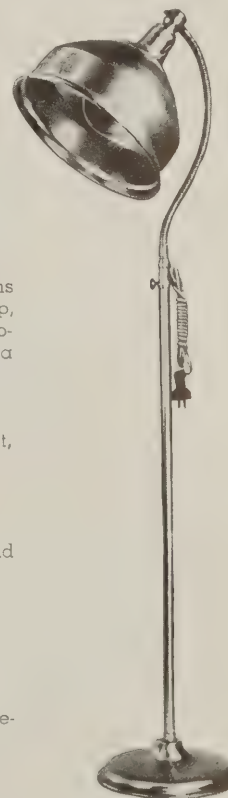
Standard package: 12 individually boxed lamps.

No. 277S8—Table Model with high heat Toggle socket and 260 watt bulb. Reflector 8½" diameter. Finish: Lamp all silver; Nickel Reflector. **Net 1.75** **List Price—\$3.80.**

Standard package: 12 individually boxed lamps.

No. 277S10—Table Model, same as No. 277S8 above but equipped with 10½" Reflector. **List Price—\$4.60.**

Standard Package: 8 individually boxed lamps.



No. 281B8—Floor Model

All nickel lamp with telescoping stems and flexible arm providing any adjustment. Maximum height: 72 inches. Minimum height: 42 inches. Flexible arm attachment with push thru socket, high heat: 14 inches. Outer Rod: 36" x ⅝". Inner Rod: 28" x ½". Reflector: 8½" diameter. Base: 6 lb. Black Crystallized to stand abuse.

Complete with 260 watt bulb.

List Price—\$7.00.

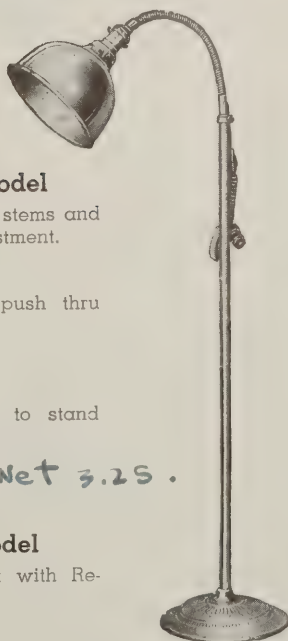
Standard package: 1 lamp.

No. 281B10—Floor Model

Same as No. 281B8 above but with Reflector 10½" diameter.

List Price — \$7.80.

Standard package: 1 lamp.



No. 278B10—Floor Model

All chrome lamp with telescoping stems and flexible arm providing adjustability up, down, sidewise and to any required position. Hidden inner spring assures extra stability.

Maximum height: 74 inches.

Minimum height: 42 inches.

Flexible arm attachment with Toggle socket, high heat: 14 inches.

Outer Rod: 36" x ⅝".

Inner Rod: 28" x ⅝".

Reflector: 10½" diameter.

Base: 9½ lb. Black Crystallized to stand abuse.

Complete with 260 watt bulb.

List Price—\$10.30.

Standard Package: 1 lamp.

No. 278B8—Floor Model

Same as No. 278B10 above but with Reflector 8½" diameter.

List Price—\$9.50.

Standard package: 1 lamp.

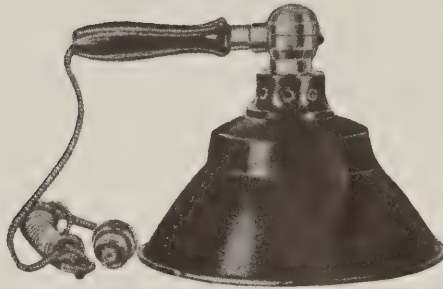
Above Prices Include 260 Watt Heat Lamps



PRODUCTS

THERAPEUTIC HEALTH EQUIPMENT

X-TRA QUALITY LINE



No. 303—Hand Type equipped with special design Reflector, black crackle outside and Krome polished interior producing only parallel rays of light and heat. High Heat Toggle socket and guaranteed 260 watt EMCO heat bulb.

List Price — \$2.80.



No. 333—Clamp Type equipped with special design Reflector, black crackle outside and Krome polished interior producing only parallel rays of light and heat. High Heat Push socket and guaranteed 260 watt EMCO heat bulb.

List Price—\$3.00.

No. 78X—Floor Model

All chrome lamp with telescoping stems and flexible arm providing adjustability up, down, sidewise and to any required position. Hidden inner spring assures extra stability.

Maximum height: 74 inches.

Minimum height: 42 inches.

Flexible arm attachment with Toggle socket, high heat: 14 inches.

Outer Rod: 36" x 7/8".

Inner Rod: 28" x 5/8".

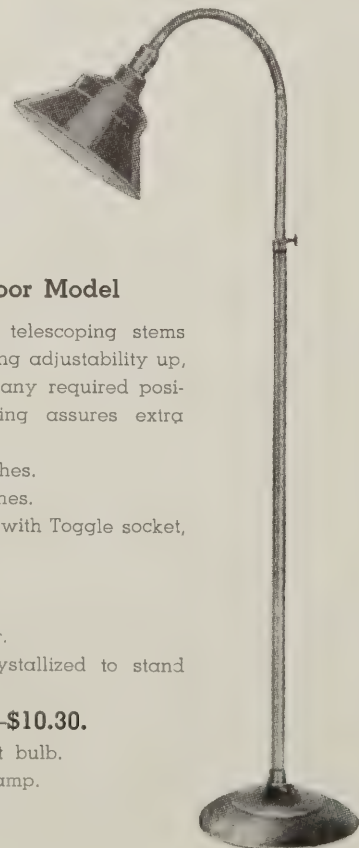
Reflector: 9 3/4" diameter.

Base 9 1/2 lb. Black Crystallized to stand abuse.

List Price—\$10.30.

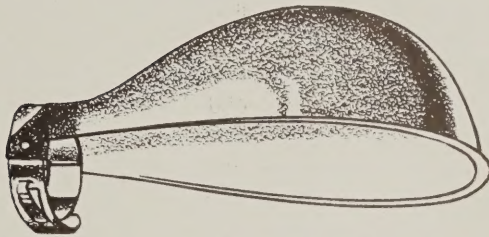
Complete with 260 watt bulb.

Standard package: 1 lamp.



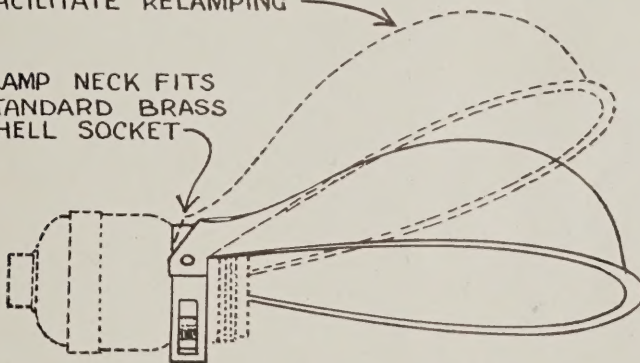
Above Prices Include 260 Watt Heat Lamps

PARTS



REFLECTOR TILTS UPWARD TO FACILITATE RELAMPING

CLAMP NECK FITS STANDARD BRASS SHELL SOCKET



HALF HAND REFLECTORS

Fits standard brass shell sockets. Accommodates bulbs from 25 to 60 watts.

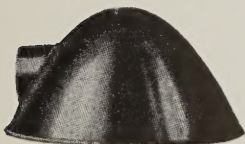
Reflector is hinged on a brass strap which springs around the socket **without any screw adjustment**. Reflector swings back to permit relamping without any interference.

Inside finish: porcelain enameled.

Outside finish: green crackle.

Cat. No.	Standard Package	Weight	List Price Per Gross
123	72	11 lb.	\$28.00 1360
123	144	22 lb.	27.20 13.60

Special prices in larger quantities.



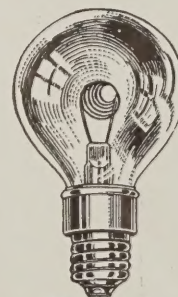
Cat. No. 97

Parabola Shade only.
Finish: Green or Mahogany.
Aluminum Inside.

Quantity	List Price Each
1 doz.	.30
100	.26

100 Lots
Not
12.00/c

Special prices in larger quantities.



Cat. No. G25

Therapeutic Bulb only. Genuine 260 watt bulb bearing our EMCO trade mark. 110-120 volt. **Guaranteed** against manufacturer's defects.

Quantity	List Price Each
1 doz.	.70
60 (case)	.56
120	.50

Special prices in larger quantities.
Base Price 23.00/c



FLEXIBLE ARMS

Steel, brass sprayed with 1/8" male ferrules each end.

In dozen lots.

Cat. No.	Length	List Price Each
1110	10"	.30 13.00
1112	12"	.36 15.00
1115	15"	.50 18.00
1118	18"	.60

Special prices in larger quantities.

1124 24" .65 22.50

Cat. No. 29

Clamp only with Double ball swivel and rubber covered springs, nickel finish.

Quantity	List Price Each
1 doz.	.50
100	.36

Special prices in larger quantities.



Cat. No. 297

Clamp only with single ball swivel, otherwise same as above.

Quantity	List Price Each
1 doz.	.46
100	.32

Special prices in larger quantities.

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(Printed in U. S. A.)

